

PRIZM Social Group Distribution 2011

Radius 1: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 1.00 Miles, Total

Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
URBAN							
U1	04	Young Digerati	7752	43.48%	1,397,823	1.20%	3,635.2
U1	07	Money and Brains	2705	15.17%	2,257,088	1.93%	785.6
U1	16	Bohemian Mix	5799	32.53%	2,052,684	1.76%	1,851.8
U1	26	The Cosmopolitans	210	1.18%	1,321,917	1.13%	104.1
U1	29	American Dreams	586	3.29%	2,451,331	2.10%	156.7
U1		URBAN UPTOWN	17052	95.65%	9,480,843	8.11%	1,179.0
U2	31	Urban Achievers	415	2.33%	1,794,520	1.54%	151.6
U2	40	Close-In Couples	23	0.13%	1,327,575	1.14%	11.4
U2	54	Multi-Culti Mosaic	7	0.04%	1,947,324	1.67%	2.4
U2		MIDTOWN MIX	445	2.50%	5,069,419	4.34%	57.5
U3	59	Urban Elders	79	0.44%	1,532,998	1.31%	33.8
U3	61	City Roots	0	0.00%	1,326,369	1.13%	0.0
U3	65	Big City Blues	0	0.00%	1,301,418	1.11%	0.0
U3	66	Low-Rise Living	0	0.00%	1,693,512	1.45%	0.0
U3		URBAN CORES	79	0.44%	5,854,297	5.01%	8.8

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Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
SECOND CITIES							
C1	10	Second City Elite	0	0.00%	1,449,265	1.24%	0.0
C1	12	Brite Lites, Li'l City	0	0.00%	1,832,821	1.57%	0.0
C1	13	Upward Bound	0	0.00%	1,955,876	1.67%	0.0
C1		SECOND CITY SOCIETY	0	0.00%	5,237,962	4.48%	0.0
C2	24	Up-and-Comers	0	0.00%	1,510,327	1.29%	0.0
C2	27	Middleburg Managers	0	0.00%	2,276,009	1.95%	0.0
C2	34	White Picket Fences	0	0.00%	1,536,574	1.31%	0.0
C2	35	Boomtown Singles	0	0.00%	1,617,454	1.38%	0.0
C2	41	Sunset City Blues	0	0.00%	2,083,443	1.78%	0.0
C2		CITY CENTERS	0	0.00%	9,023,807	7.72%	0.0
C3	47	City Startups	0	0.00%	1,525,847	1.31%	0.0
C3	53	Mobility Blues	0	0.00%	1,522,347	1.30%	0.0
C3	60	Park Bench Seniors	0	0.00%	1,345,679	1.15%	0.0
C3	62	Hometown Retired	0	0.00%	1,406,698	1.20%	0.0
C3	63	Family Thrifts	0	0.00%	2,134,566	1.83%	0.0
C3		MICRO-CITY BLUES	0	0.00%	7,935,137	6.79%	0.0

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Radius 1: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 1.00 Miles, Total

Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
SUBURBS							
S1	01	Upper Crust	49	0.27%	1,770,473	1.52%	18.1
S1	02	Blue Blood Estates	11	0.06%	1,129,199	0.97%	6.4
S1	03	Movers and Shakers	162	0.91%	1,878,356	1.61%	56.5
S1	06	Winner's Circle	1	0.01%	1,283,240	1.10%	0.5
S1		ELITE SUBURBS	223	1.25%	6,061,268	5.19%	24.1
S2	08	Executive Suites	25	0.14%	1,068,292	0.91%	15.3
S2	14	New Empty Nests	1	0.01%	1,242,671	1.06%	0.5
S2	15	Pools and Patios	2	0.01%	1,530,890	1.31%	0.9
S2	17	Beltway Boomers	0	0.00%	1,121,007	0.96%	0.0
S2	18	Kids and Cul-de-Sacs	0	0.00%	1,872,955	1.60%	0.0
S2	19	Home Sweet Home	0	0.00%	2,127,048	1.82%	0.0
S2		THE AFFLUENTIALS	28	0.16%	8,962,863	7.67%	2.0
S3	21	Gray Power	0	0.00%	1,093,066	0.94%	0.0
S3	22	Young Influentials	0	0.00%	1,712,614	1.47%	0.0
S3	30	Suburban Sprawl	0	0.00%	1,529,350	1.31%	0.0
S3	36	Blue-Chip Blues	0	0.00%	1,458,594	1.25%	0.0
S3	39	Domestic Duos	0	0.00%	1,398,562	1.20%	0.0
S3		MIDDLEBURBS	0	0.00%	7,192,186	6.15%	0.0
S4	44	New Beginnings	0	0.00%	1,837,994	1.57%	0.0
S4	46	Old Glories	0	0.00%	1,155,944	0.99%	0.0
S4	49	American Classics	0	0.00%	1,211,533	1.04%	0.0
S4	52	Suburban Pioneers	0	0.00%	1,240,482	1.06%	0.0
S4		INNER SUBURBS	0	0.00%	5,445,953	4.66%	0.0

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Radius 1: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 1.00 Miles, Total

Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
TOWN AND RURAL							
T1	05	Country Squires	0	0.00%	2,011,809	1.72%	0.0
T1	09	Big Fish, Small Pond	0	0.00%	2,498,189	2.14%	0.0
T1	11	God's Country	0	0.00%	1,699,924	1.45%	0.0
T1	20	Fast-Track Families	0	0.00%	1,861,697	1.59%	0.0
T1	25	Country Casuels	0	0.00%	1,741,070	1.49%	0.0
T1		LANDED GENTRY	0	0.00%	9,812,689	8.40%	0.0
T2	23	Greenbelt Sports	0	0.00%	1,560,639	1.34%	0.0
T2	28	Traditional Times	0	0.00%	3,300,488	2.82%	0.0
T2	32	New Homesteaders	0	0.00%	2,102,864	1.80%	0.0
T2	33	Big Sky Families	0	0.00%	2,130,960	1.82%	0.0
T2	37	Mayberry-ville	0	0.00%	2,756,347	2.36%	0.0
T2		COUNTRY COMFORT	0	0.00%	11,851,298	10.14%	0.0
T3	38	Simple Pleasures	0	0.00%	2,754,587	2.36%	0.0
T3	42	Red, White and Blues	0	0.00%	1,278,769	1.09%	0.0
T3	43	Heartlanders	0	0.00%	2,334,924	2.00%	0.0
T3	45	Blue Highways	0	0.00%	1,809,961	1.55%	0.0
T3	50	Kid Country, USA	0	0.00%	1,481,771	1.27%	0.0
T3	51	Shotguns and Pickups	0	0.00%	1,873,167	1.60%	0.0
T3		MIDDLE AMERICA	0	0.00%	11,533,179	9.87%	0.0
T4	48	Young and Rustic	0	0.00%	2,224,366	1.90%	0.0
T4	55	Golden Ponds	0	0.00%	1,985,453	1.70%	0.0
T4	56	Crossroads Villagers	0	0.00%	2,466,414	2.11%	0.0
T4	57	Old Milltowns	0	0.00%	1,845,943	1.58%	0.0
T4	58	Back Country Folks	0	0.00%	2,658,532	2.27%	0.0
T4	64	Bedrock America	0	0.00%	2,220,781	1.90%	0.0
T4		RUSTIC LIVING	0	0.00%	13,401,489	11.47%	0.0
Totals			17827	99.99%	116,862,390	100.00%	100.0

PRIZM Social Group Distribution 2011

Radius 2: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 3.00 Miles, Total

Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
URBAN							
U1	04	Young Digerati	50854	35.66%	1,397,823	1.20%	2,981.7
U1	07	Money and Brains	26953	18.90%	2,257,088	1.93%	978.7
U1	16	Bohemian Mix	32795	23.00%	2,052,684	1.76%	1,309.4
U1	26	The Cosmopolitans	1575	1.10%	1,321,917	1.13%	97.6
U1	29	American Dreams	8187	5.74%	2,451,331	2.10%	273.7
U1		URBAN UPTOWN	120364	84.41%	9,480,843	8.11%	1,040.5
U2	31	Urban Achievers	9567	6.71%	1,794,520	1.54%	436.9
U2	40	Close-In Couples	444	0.31%	1,327,575	1.14%	27.4
U2	54	Multi-Culti Mosaic	1708	1.20%	1,947,324	1.67%	71.9
U2		MIDTOWN MIX	11719	8.22%	5,069,419	4.34%	189.5
U3	59	Urban Elders	2552	1.79%	1,532,998	1.31%	136.4
U3	61	City Roots	301	0.21%	1,326,369	1.13%	18.6
U3	65	Big City Blues	1402	0.98%	1,301,418	1.11%	88.3
U3	66	Low-Rise Living	76	0.05%	1,693,512	1.45%	3.7
U3		URBAN CORES	4331	3.04%	5,854,297	5.01%	60.6

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Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
SECOND CITIES							
C1	10	Second City Elite	0	0.00%	1,449,265	1.24%	0.0
C1	12	Brite Lites, Li'l City	0	0.00%	1,832,821	1.57%	0.0
C1	13	Upward Bound	0	0.00%	1,955,876	1.67%	0.0
C1		SECOND CITY SOCIETY	0	0.00%	5,237,962	4.48%	0.0
C2	24	Up-and-Comers	0	0.00%	1,510,327	1.29%	0.0
C2	27	Middleburg Managers	0	0.00%	2,276,009	1.95%	0.0
C2	34	White Picket Fences	0	0.00%	1,536,574	1.31%	0.0
C2	35	Boomtown Singles	0	0.00%	1,617,454	1.38%	0.0
C2	41	Sunset City Blues	0	0.00%	2,083,443	1.78%	0.0
C2		CITY CENTERS	0	0.00%	9,023,807	7.72%	0.0
C3	47	City Startups	0	0.00%	1,525,847	1.31%	0.0
C3	53	Mobility Blues	0	0.00%	1,522,347	1.30%	0.0
C3	60	Park Bench Seniors	0	0.00%	1,345,679	1.15%	0.0
C3	62	Hometown Retired	0	0.00%	1,406,698	1.20%	0.0
C3	63	Family Thrifts	0	0.00%	2,134,566	1.83%	0.0
C3		MICRO-CITY BLUES	0	0.00%	7,935,137	6.79%	0.0

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Radius 2: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 3.00 Miles, Total

Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
SUBURBS							
S1	01	Upper Crust	2406	1.69%	1,770,473	1.52%	111.4
S1	02	Blue Blood Estates	443	0.31%	1,129,199	0.97%	32.2
S1	03	Movers and Shakers	2945	2.07%	1,878,356	1.61%	128.5
S1	06	Winner's Circle	95	0.07%	1,283,240	1.10%	6.1
S1		ELITE SUBURBS	5889	4.13%	6,061,268	5.19%	79.6
S2	08	Executive Suites	206	0.14%	1,068,292	0.91%	15.8
S2	14	New Empty Nests	23	0.02%	1,242,671	1.06%	1.5
S2	15	Pools and Patios	38	0.03%	1,530,890	1.31%	2.0
S2	17	Beltway Boomers	4	0.00%	1,121,007	0.96%	0.3
S2	18	Kids and Cul-de-Sacs	1	0.00%	1,872,955	1.60%	0.0
S2	19	Home Sweet Home	0	0.00%	2,127,048	1.82%	0.0
S2		THE AFFLUENTIALS	272	0.19%	8,962,863	7.67%	2.5
S3	21	Gray Power	4	0.00%	1,093,066	0.94%	0.3
S3	22	Young Influentials	9	0.01%	1,712,614	1.47%	0.4
S3	30	Suburban Sprawl	0	0.00%	1,529,350	1.31%	0.0
S3	36	Blue-Chip Blues	0	0.00%	1,458,594	1.25%	0.0
S3	39	Domestic Duos	0	0.00%	1,398,562	1.20%	0.0
S3		MIDDLEBURBS	13	0.01%	7,192,186	6.15%	0.1
S4	44	New Beginnings	0	0.00%	1,837,994	1.57%	0.0
S4	46	Old Glories	0	0.00%	1,155,944	0.99%	0.0
S4	49	American Classics	0	0.00%	1,211,533	1.04%	0.0
S4	52	Suburban Pioneers	0	0.00%	1,240,482	1.06%	0.0
S4		INNER SUBURBS	0	0.00%	5,445,953	4.66%	0.0

PRIZM Social Group Distribution 2011

Radius 2: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 3.00 Miles, Total

Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
TOWN AND RURAL							
T1	05	Country Squires	0	0.00%	2,011,809	1.72%	0.0
T1	09	Big Fish, Small Pond	0	0.00%	2,498,189	2.14%	0.0
T1	11	God's Country	0	0.00%	1,699,924	1.45%	0.0
T1	20	Fast-Track Families	0	0.00%	1,861,697	1.59%	0.0
T1	25	Country Casuels	0	0.00%	1,741,070	1.49%	0.0
T1		LANDED GENTRY	0	0.00%	9,812,689	8.40%	0.0
T2	23	Greenbelt Sports	0	0.00%	1,560,639	1.34%	0.0
T2	28	Traditional Times	0	0.00%	3,300,488	2.82%	0.0
T2	32	New Homesteaders	0	0.00%	2,102,864	1.80%	0.0
T2	33	Big Sky Families	0	0.00%	2,130,960	1.82%	0.0
T2	37	Mayberry-ville	0	0.00%	2,756,347	2.36%	0.0
T2		COUNTRY COMFORT	0	0.00%	11,851,298	10.14%	0.0
T3	38	Simple Pleasures	0	0.00%	2,754,587	2.36%	0.0
T3	42	Red, White and Blues	0	0.00%	1,278,769	1.09%	0.0
T3	43	Heartlanders	0	0.00%	2,334,924	2.00%	0.0
T3	45	Blue Highways	0	0.00%	1,809,961	1.55%	0.0
T3	50	Kid Country, USA	0	0.00%	1,481,771	1.27%	0.0
T3	51	Shotguns and Pickups	0	0.00%	1,873,167	1.60%	0.0
T3		MIDDLE AMERICA	0	0.00%	11,533,179	9.87%	0.0
T4	48	Young and Rustic	0	0.00%	2,224,366	1.90%	0.0
T4	55	Golden Ponds	0	0.00%	1,985,453	1.70%	0.0
T4	56	Crossroads Villagers	0	0.00%	2,466,414	2.11%	0.0
T4	57	Old Milltowns	0	0.00%	1,845,943	1.58%	0.0
T4	58	Back Country Folks	0	0.00%	2,658,532	2.27%	0.0
T4	64	Bedrock America	0	0.00%	2,220,781	1.90%	0.0
T4		RUSTIC LIVING	0	0.00%	13,401,489	11.47%	0.0
Totals			142588	100.00%	116,862,390	100.00%	100.0

PRIZM Social Group Distribution 2011

Radius 3: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 5.00 Miles, Total

Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
URBAN							
U1	04	Young Digerati	79885	24.90%	1,397,823	1.20%	2,081.5
U1	07	Money and Brains	59326	18.49%	2,257,088	1.93%	957.3
U1	16	Bohemian Mix	54556	17.00%	2,052,684	1.76%	968.0
U1	26	The Cosmopolitans	9794	3.05%	1,321,917	1.13%	269.8
U1	29	American Dreams	25430	7.93%	2,451,331	2.10%	377.8
U1		URBAN UPTOWN	228991	71.37%	9,480,843	8.11%	879.7
U2	31	Urban Achievers	16836	5.25%	1,794,520	1.54%	341.7
U2	40	Close-In Couples	6613	2.06%	1,327,575	1.14%	181.4
U2	54	Multi-Culti Mosaic	8405	2.62%	1,947,324	1.67%	157.2
U2		MIDTOWN MIX	31854	9.93%	5,069,419	4.34%	228.9
U3	59	Urban Elders	11917	3.71%	1,532,998	1.31%	283.1
U3	61	City Roots	2844	0.89%	1,326,369	1.13%	78.1
U3	65	Big City Blues	9850	3.07%	1,301,418	1.11%	275.7
U3	66	Low-Rise Living	6128	1.91%	1,693,512	1.45%	131.8
U3		URBAN CORES	30739	9.58%	5,854,297	5.01%	191.2

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	Code	Name	Households	%	Households	%	Index
SECOND CITIES							
C1	10	Second City Elite	0	0.00%	1,449,265	1.24%	0.0
C1	12	Brite Lites, Li'l City	0	0.00%	1,832,821	1.57%	0.0
C1	13	Upward Bound	0	0.00%	1,955,876	1.67%	0.0
C1		SECOND CITY SOCIETY	0	0.00%	5,237,962	4.48%	0.0
C2	24	Up-and-Comers	0	0.00%	1,510,327	1.29%	0.0
C2	27	Middleburg Managers	0	0.00%	2,276,009	1.95%	0.0
C2	34	White Picket Fences	0	0.00%	1,536,574	1.31%	0.0
C2	35	Boomtown Singles	0	0.00%	1,617,454	1.38%	0.0
C2	41	Sunset City Blues	0	0.00%	2,083,443	1.78%	0.0
C2		CITY CENTERS	0	0.00%	9,023,807	7.72%	0.0
C3	47	City Startups	0	0.00%	1,525,847	1.31%	0.0
C3	53	Mobility Blues	0	0.00%	1,522,347	1.30%	0.0
C3	60	Park Bench Seniors	0	0.00%	1,345,679	1.15%	0.0
C3	62	Hometown Retired	0	0.00%	1,406,698	1.20%	0.0
C3	63	Family Thrifts	0	0.00%	2,134,566	1.83%	0.0
C3		MICRO-CITY BLUES	0	0.00%	7,935,137	6.79%	0.0

PRIZM Social Group Distribution 2011

Radius 3: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 5.00 Miles, Total

Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
SUBURBS							
S1	01	Upper Crust	12443	3.88%	1,770,473	1.52%	256.0
S1	02	Blue Blood Estates	3037	0.95%	1,129,199	0.97%	98.0
S1	03	Movers and Shakers	9775	3.05%	1,878,356	1.61%	189.5
S1	06	Winner's Circle	849	0.26%	1,283,240	1.10%	24.1
S1		ELITE SUBURBS	26104	8.14%	6,061,268	5.19%	156.9
S2	08	Executive Suites	1870	0.58%	1,068,292	0.91%	63.8
S2	14	New Empty Nests	200	0.06%	1,242,671	1.06%	5.9
S2	15	Pools and Patios	364	0.11%	1,530,890	1.31%	8.7
S2	17	Beltway Boomers	57	0.02%	1,121,007	0.96%	1.9
S2	18	Kids and Cul-de-Sacs	97	0.03%	1,872,955	1.60%	1.9
S2	19	Home Sweet Home	2	0.00%	2,127,048	1.82%	0.0
S2		THE AFFLUENTIALS	2590	0.81%	8,962,863	7.67%	10.5
S3	21	Gray Power	22	0.01%	1,093,066	0.94%	0.7
S3	22	Young Influentials	24	0.01%	1,712,614	1.47%	0.5
S3	30	Suburban Sprawl	9	0.00%	1,529,350	1.31%	0.2
S3	36	Blue-Chip Blues	2	0.00%	1,458,594	1.25%	0.0
S3	39	Domestic Duos	6	0.00%	1,398,562	1.20%	0.2
S3		MIDDLEBURBS	63	0.02%	7,192,186	6.15%	0.3
S4	44	New Beginnings	274	0.09%	1,837,994	1.57%	5.4
S4	46	Old Glories	194	0.06%	1,155,944	0.99%	6.1
S4	49	American Classics	1	0.00%	1,211,533	1.04%	0.0
S4	52	Suburban Pioneers	44	0.01%	1,240,482	1.06%	1.3
S4		INNER SUBURBS	513	0.16%	5,445,953	4.66%	3.4

PRIZM Social Group Distribution 2011

Radius 3: 1525 WILSON BLVD, ARLINGTON, VA 22209-24, 0.00 - 5.00 Miles, Total

Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
TOWN AND RURAL							
T1	05	Country Squires	0	0.00%	2,011,809	1.72%	0.0
T1	09	Big Fish, Small Pond	0	0.00%	2,498,189	2.14%	0.0
T1	11	God's Country	0	0.00%	1,699,924	1.45%	0.0
T1	20	Fast-Track Families	0	0.00%	1,861,697	1.59%	0.0
T1	25	Country Casuels	0	0.00%	1,741,070	1.49%	0.0
T1		LANDED GENTRY	0	0.00%	9,812,689	8.40%	0.0
T2	23	Greenbelt Sports	0	0.00%	1,560,639	1.34%	0.0
T2	28	Traditional Times	0	0.00%	3,300,488	2.82%	0.0
T2	32	New Homesteaders	0	0.00%	2,102,864	1.80%	0.0
T2	33	Big Sky Families	0	0.00%	2,130,960	1.82%	0.0
T2	37	Mayberry-ville	0	0.00%	2,756,347	2.36%	0.0
T2		COUNTRY COMFORT	0	0.00%	11,851,298	10.14%	0.0
T3	38	Simple Pleasures	0	0.00%	2,754,587	2.36%	0.0
T3	42	Red, White and Blues	0	0.00%	1,278,769	1.09%	0.0
T3	43	Heartlanders	0	0.00%	2,334,924	2.00%	0.0
T3	45	Blue Highways	0	0.00%	1,809,961	1.55%	0.0
T3	50	Kid Country, USA	0	0.00%	1,481,771	1.27%	0.0
T3	51	Shotguns and Pickups	0	0.00%	1,873,167	1.60%	0.0
T3		MIDDLE AMERICA	0	0.00%	11,533,179	9.87%	0.0
T4	48	Young and Rustic	0	0.00%	2,224,366	1.90%	0.0
T4	55	Golden Ponds	0	0.00%	1,985,453	1.70%	0.0
T4	56	Crossroads Villagers	0	0.00%	2,466,414	2.11%	0.0
T4	57	Old Milltowns	0	0.00%	1,845,943	1.58%	0.0
T4	58	Back Country Folks	0	0.00%	2,658,532	2.27%	0.0
T4	64	Bedrock America	0	0.00%	2,220,781	1.90%	0.0
T4		RUSTIC LIVING	0	0.00%	13,401,489	11.47%	0.0
Totals			320854	100.00%	116,862,390	100.00%	100.0

The "Index" is defined as the ratio of the percent of Households for the segment in the report's geographic area compared to the percent of Households in the U.S. for the segment, times 100.



PRIZM Social Group Distribution 2011

Appendix: Area Listing

Area Name:

Type: Radius 1 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

1525 WILSON BLVD	Latitude/Longitude	38.894855	-77.074610
ARLINGTON, VA 22209-2411	Radius	0.00	- 1.00

Area Name:

Type: Radius 2 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

1525 WILSON BLVD	Latitude/Longitude	38.894855	-77.074610
ARLINGTON, VA 22209-2411	Radius	0.00	- 3.00

Area Name:

Type: Radius 3 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

1525 WILSON BLVD	Latitude/Longitude	38.894855	-77.074610
ARLINGTON, VA 22209-2411	Radius	0.00	- 5.00

Project Information:

Site: 2

Order Number: 965583394